

SPANISH-LANGUAGE SOCIAL MEDIA CONTRIBUTOR



Project Title	SPANISH-LANGUAGE SOCIAL MEDIA CONTRIBUTOR
Project Summary	USAGov is the federal government's guide to information and services. At USAGov, we share relevant and timely information to the public in both English and Spanish. In this position, the social media contributor provides content for the GobiernoUSA.gov Facebook, Instagram, and Twitter channels.
Country	United States

Project Description

Key Responsibilities:

General

WEEKLY/MONTHLY

Provides ideas to Spanish-language social media lead for social media content

Drafts social media messages in Spanish

Proofreads social media messages drafted by other contributors, as needed.

Participates in social media planning sessions

Helps build the social media editorial calendar

Helps strategize for effective messaging across outreach channels

Researches trends and makes recommendations on topics to cover

WRITING

Ability to write copy in Spanish for social media channels

Fluent in Spanish

Qualifications/Character

Knowledge of social media channels, specifically Facebook and Twitter

Familiar with social media analytics

Experience and passion for digital communications, especially via social media

Knowledge and understanding of the Hispanic market in the United States

Experience drafting engaging copy, particularly in Spanish, for marketing and outreach purposes

Flexible, open to ideas and feedback

Someone who can work independently but who also loves to work with a team

Required Skills or Interests

Skill(s)
Writing

Additional Information

You will be part of a six person team, half of which are bilingual Spanish/English.

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Spanish	Native or bilingual proficiency	Native or bilingual proficiency	Required